

McGill To Celebrate Sadie Hawkins Day On Saturday

Girls Prepare Themselves Shotgun Sales Soar

Watch out men! This year is leap year for girls, and the members of the female species are on the hunt. As Daisy Mae Poznanska put it yesterday, "Come all ye gals, this here's yore chance to get that man."

The womanhood of McGill will have its chance of a lifetime on Friday, when at 1 p.m. there'll be a real Sadie Hawkins footrace. Starting at the Arts Building the race will finish at Roddick Gates, and will be run in separate heats for blondes, brunettes and redheads. Co-chairmen Christine Poznanska and George Novotny are accepting applications from prospective runners of both sexes. In every category, the gal who wins will get a free ticket to the Sadie Hawkins dance. Shotgun sales will be provided. Things will really start happening Saturday night at 9 in the Union Ballroom. Harry Garber's Keynotes will be playing straight and square dance music all evening.

A very honored guest is expected to attend in the person of Marylin Sam, who will pursue his professional duties. He will perform shotgun weddings of the two-bit, four-bit, and the deluxe six-bit variety. Each person married will receive a written, signed official licence. But first, the gals have to drag, push or otherwise entice their victims—no holds barred—within six feet of the kissing rock (a tape measure will be on hand). Don't despair, however, the Suicide Cliff nearby is always a sure way out. To woo their intended husbands,

Dr. Douglas to Lecture SCM

On Wednesday, November 24th, in the Union Club Room, at 5 p.m., Dr. Donald Douglas will deliver an address on the subject of "The Scientist Views the Nature of Man."

This is to be the second in a series of talks on the Nature of Man which is being sponsored by the Student Christian Movement.

Dr. Douglas is at present in charge of the Division of Atomic Chemistry at the Montreal General Hospital Research Institute and President of the Montreal Center of the Royal Astronomical Society of Canada. He is also the president of the Westminster Fellowship at McGill University.

At the last meeting of the SCM, Dr. Fried of the Anthropology Department of McGill addressed the members on the Anthropological Interpretation of Man.

Press Club Has Shuffle, Lippman Named, No Party

Press Club President Paterson late last night announced the appointment of Peter Lippman, News Desk Editor to an executive position in the Press Club.

Lippman will assume duties immediately as Executive Assistant to the President of the Press Club.

The Press Club is the social organ of The Daily and handles all arrangements and plans concerning the parties and dances which The Daily staff holds throughout the year.

Paterson has also announced that owing to the Sadie Hawkins Day dance and seven other functions slated in the Union for this weekend there will be no Daily party either this Friday or Saturday.

Elgar Choir Presents Works By Brahms

On Tuesday, November 25, the Montreal Elgar Choir will present a concert of Brahms' works in the Church of St. Andrew and St. Paul, Sherbrooke St. West corner of Redpath, at 8.30 p.m.

Brahms' "Requiem" and "Trumphet" will be sung in English and the "Alto Rhapsody" in German. The soloists are Ellen Reynolds soprano, Maureen Forrester contralto, and Fadlou Shadahl, baritone.

The conductor will be Grifford Mitchell who is well-known in Montreal music circles as the conductor of the McGill Choral Society.

The Orchestra of Les Concerts Symphoniques de Montreal will continue its winter concert series on Tuesday and Wednesday evenings under the baton of Otto Klemperer. On the programme are Tchaikovsky's Sixth Symphony, Strauss' "Death and Transfiguration," Debussy's "La Mer" and Weber's "Frieschutz Overture."

Poster Deadline For Carnival Extended

By SHEILA IZERBERG

The deadline for the Winter Carnival poster contest has been extended to Monday, Dec. 1, due to the number of requests for a time extension. All entries must be handed in to the Athletics office at the Currie Gym no later than 5 p.m. Monday.

Vic Obeck, Director of Athletics, Dean Solin, Assistant Dean of Arts and Science, Dean Lismer of the Fine Arts Department, and John Bland, Dean of Architecture, will be the judges who will decide the winning posters.

Two tickets to any single event in the Carnival will be the first prize. Second prize will be a gift certificate to a downtown Department store.

"Any aspect of the Carnival may be depicted, and any motif, abstract or otherwise, may be used," said Alan Lindsay, Promotion Chairman.

LECTURES CANCELLED

Carnival Chairman Peter Cameron, and Vice-Chairman John Ogilvy, after an interview with the Principal, said, "Dr. James has very kindly consented to cancel all lectures on Friday and Saturday, February 20 and 21, because of the Carnival celebrations." Thus all students will have the opportunity to attend the Canadian Ski Championships at St. Sauveur des Monts.

For the benefit of those first and second year and transfer students who have never attended a McGill Winter Carnival, the following is a summary of the scheduled events for the week-end:

The Carnival will officially open on Thursday, February 19, with Mount Royal Night. After the tape-cutting ceremony, the evening's entertainment will include snowshoe racing, sleigh rides, fire works and dancing.

Next on the agenda is a ski meet at St. Sauveur, which is to be held on Friday, February 20. This contest is for the Canadian Ski Championships.

The Forum Night will be held on Friday. Highlights of the evening will be a hockey game between McGill and its traditional rival, the University of Montreal, an ice show starring several McGill students, and the crowning of the Carnival Queen.

In Moyse Hall on Saturday afternoon, February 21, a mammoth revue will be staged. In order to add an intercollegiate flavour to the Carnival, there will be students from many other Universities taking part in the Revue.

Climaxing the gala activities, will (Continued on Page 4.)

Combined Charities

All canvassers for Combined Charities who have not turned in their receipts are asked to bring them to the Students Society office in the Union before Wednesday, November 26 at 3.00 p.m.

All students who have not as yet contributed to the Drive and who wish to do so may bring their donations to the Students Society office before 3.00 p.m. tomorrow afternoon.



A FAMILIAR SIGHT in the Union these days is the evergrowing line-up for food in the Cafeteria. The premises are overcrowded, having to cater for more students than they are capable of handling.

Union Cafeteria Overcrowded Built for Less than 300 Serves 800 Students Daily

By MARY DRAPER

More than eight hundred students a day now use the Union cafeteria, which was built to accommodate less than three hundred. John DeCola, General Manager for Industrial Foods told The Daily yesterday.

Union business is booming this year, being half as much again as last year in terms of the number of students served. Despite the loud complaints heard around the grill, the most popular commodity sold is coffee. Far more cups of coffee are sold than any other single item on the menu.

COFFEE TEST
Coffee complaints resulted in an experiment organized by Jim Robb, Union President, at the beginning of this year. It was decided to test various brands of coffee in the hope that a change of brand might produce better Union coffee.

A group of five student leaders tasted cups of several well-known coffees and the general consensus was that the brand in use was the best. So no change was made. President Robb commented that when the Maxwell House coffee (later came around last year he pronounced Union coffee "excellent").

During the twenty-four days in October when the Grill Room and Cafeteria were open, a count was taken of the number of students served. The Grill Room, which seats about 130 averaged 522 students served between 9 and 5 each day. The cafeteria, which only seats 115, averaged 325 a day during its hours of 12 to 2 and 5 to 7. The busy time was the noon hour when 285 students were served as compared with 100 during the evening hours.

ROBB REGRETS
Jim Robb, President of the Union, told The Daily last night

McGill to Hang Portrait of Principal Who Never Served

Portrait of Lord Geddes, who was formally appointed principal and vice-chancellor of McGill University but never served in the post, has been received by McGill and will be hung among those of other former heads of the university.

Lord Geddes served in the Boer War and became first adjutant of the McGill COTC contingent.

He was in the British cabinet during the First World War as minister of national service, reconstruction, health, president of the board of trade and chancellor of the exchequer.

He studied medicine at Dublin University and later held the chair of anatomy there and in 1913 was appointed professor of anatomy at McGill.

After his wartime service with the U.K. government, Lord Geddes accepted the vice-chancellor and principalship of McGill but when Lloyd George protested against his leaving British public service the then chancellor of McGill, Sir Robert Borden, to whom the decision was left, recognized the British claim.

Two-thirds of the overall objective will be used by the college and its schools to erect a new building immediately south of the Central YMCA on Drummond street. The balance will be used to enlarge "Y" facilities in the city and suburbs.

New SCOPE Season Is Opened By Keenleyside

ORIENTAL ART TO BE THE TOPIC

Dr. Dai Lee Spi Tung will speak next Tuesday at 1 p.m.

Dr. Spi Tung, a famous Chinese historian and scholar will deliver an address on "Chinese Life in the D'ung Dynasty."

In an interview with Daily reporters last evening Dr. Spi Tung confessed that his chief interest in life was cuspidors.

He went on to reveal the theme of Friday's talk as a first-hand account of the art of cuspidor making in the D'ung Dynasty and the role which these useful implements play in contemporary Chinese life.

"In China," said Spi Tung, "every man and woman expectorates. Consequently, the art of cuspidor manufacture has reached a very high peak. We have none of those terrible brass things which can be seen in any American hotel or barber shop."

"Instead," claimed Spi Tung, "in China, every cuspidor is custom-made to suit a man's taste, finances, and capability."

Dr. Spi Tung then went on to describe some of the magnificent cuspidors to be found in the palaces of mandarins, recalling one of beaten gold, encrusted with diamond chips which he had seen in the Imperial Palace at Haw King.

The ordinary business man, he said, has to be content with a much inferior article, usually made of silver or jade, while the peasants and coolies use plain clay cuspidors. "But," emphasized Spi Tung, "everyone in China has a cuspidor, it is a matter of honour."

When asked to explain the connection between expectoration and honour in China, Dr. Spi Tung described the contests which are held throughout China every year.

"In America," said Spi Tung, "a (Continued on Page 4.)

UN Aid Head to Speak In Moyse Hall Tonight

Dr. Hugh Keenleyside, Head of Technical Assistance Administration for the United Nations, will be speaking in Moyse Hall tonight at 8.30 p.m.

The topic for Dr. Keenleyside's address is "Helping Nations to Help Themselves." He will treat the subject from his department's point of view.

The United Nations offers technical aid to any member nation which requests it and accepts the plan set for such aid by the U.N.

In 1949 the United Nations held a conference and decided to concentrate administrative and technical aid into one body. This was done because at that time, there were too many separate aid organizations.

In 1951 Dr. Keenleyside was appointed head of this aid body, called the Department of Technical Assistance Administration.

This address by Dr. Keenleyside, opens the activities for SCOPE on the campus for this year. SCOPE is a special committee of the Students Executive Council which sponsors events of general cultural interest to McGill students.

Dr. Keenleyside began his career in international affairs as lecturer in History at the University of British Columbia and at various American Universities.

In 1927 Dr. Keenleyside went into the department of External Affairs as third secretary and later second secretary. He was appointed (Continued on Page 4.)

Woodsmen Weekend Festival Features Outdoor Competition

For the first time in Canadian University history, a Woodsmen's Festival for outdoor-minded students is to be held at McGill.

Sponsored by McGill University and arranged by the McGill Outing Club, the Festival will be held on the Upper Field back of Molson Stadium this Saturday afternoon, Nov. 23. Twelve teams have been invited to participate and advance indications are that this event will meet with an enthusiastic reception from other eastern Canadian universities.

Two woodsmanship meets have been held at McGill in the last two years and both aroused keen enthusiasm among McGill students. Events included competition in the rudiments of hunting, fishing, and the basic tests of self-sufficiency in the woods for a short or protracted length of time.

Woodsmanship competitions have been featured by eastern United States colleges for the past six years and the overwhelming response among American students has encouraged McGill to try the same type of competition. McGill has always been represented at these American Festivals and team members invariably found a well-organized program awaiting them.

Events planned for the first McGill Woodsmen's Festival include an afternoon of competition on Saturday, Nov. 29 at Molson Stadium, with a giant square dance on the same night. On Sunday, the outdoor activity will continue at Shawbridge in the Laurentian Mountains when the visiting teams and other interested students will make the McGill Outing Club House the scene of activity.

From the University and Milton entrance to the McTavish exit a solid snake-like chain of automobiles advanced slowly. For the unfortunate student trying to make his way from one building to the other at the change of the hour Eaton's should have provided foot-ball uniform especially helmet and pads. For to transgress from the Arts Building to the P.S.C. Building was like trying to cross Peel and Sherbrooke with the lights broken.

Many students who were not prepared to meet the conglomeration of kids taking their Dads to see Jolly old Saint Nick might well have ended up on the corner of Hutchison and Milton, watching the parade instead of sitting in on Professor Phelps' lecture.

Saturday was one time that the tunnel between the Arts Building and the Library came in handy. What way better to keep from getting trampled by Montreal's youth than to take the underground route? Note: Montreal Tramway Company: we have just proved that the underground method of transportation is by far the fastest (hint!)

But although there was great chaos, without this annual event, Christmas would seem to be missing half of what it represents. — the kids' enjoyment of greeting the good old man from the North Pole.

Psychiatrist To Speak

Dr. Hamilton, eminent Montreal Psychiatrist, will speak on "Personality Development and the Genesis of Anxiety" at Beatty Hall, 1266 Pine Ave. West, tonight at 8.30 p.m.

The Big Parade

Santa Claus Brings Turmoil To McGill Over Weekend

By MEL SHEVELL

Cars, kids and turmoil was the general order of the McGill campus on Saturday.

Between the hours of 9 and 11 a.m. last Saturday McGill was turned into a temporary parking lot and main thoroughfare for

spectators attending Eaton's annual Santa Claus Parade.

Poor unsuspecting individuals who were trying to move by car or foot from anywhere in the vicinity of University or Sherbrooke streets found that their only route was via the McGill campus. Just as the parade is an annual Montreal event, so is the parade through McGill.

From the University and Milton entrance to the McTavish exit a solid snake-like chain of automobiles advanced slowly. For the unfortunate student trying to make his way from one building to the other at the change of the hour Eaton's should have provided foot-ball uniform especially helmet and pads. For to transgress from the Arts Building to the P.S.C. Building was like trying to cross Peel and Sherbrooke with the lights broken.

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Students at SGWC Setting Example In Fund Campaign

Sir George Williams College division of the current Building Fund Drive force \$3,300,000 is setting an example to workers in other groups.

College authorities announced yesterday that within the college and its schools more than 750 students are canvassing their fellow classmates. One college official said that more than one of every ten students enrolled at the college is working in the drive. More than 5,000 students attend the college.

Two-thirds of the overall objective will be used by the college and its schools to erect a new building immediately south of the Central YMCA on Drummond street. The balance will be used to enlarge "Y" facilities in the city and suburbs.

As an added note, the production, which was the society's first of the year, was scored as a smashing success.



SADIE HAWKINS DANCE is here again and along with it naturally, "Indivigils" in one of his famous "bargin marriages". From the looks of it, it's the six-bit special. Better watch out men, you may be next on his list.

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Member, Canadian University Press

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Volume 1, Number 1

McGill has long been known as one of the pioneer Universities. We are known around the world for work in medicine, for work in nuclear physics, for our law school.

McGill's Faculty of Law is a unique one. It is the only one in Canada, where Civil Law is taught in an English speaking atmosphere. It stands as a bridge between two great bodies of Private Law, the French and the English. Our contribution, potential and actual, to mutual understanding, stands both as something to be proud of, and as a challenge for the future.

It seems that many a time, we can not only apply the adjective 'only' to our law school, but often 'first' is equally a propos. We have the first and only International Air Law Institute in the Western Hemisphere.

And now we have the first University Law Journal in Canada.

It is fitting that the first issue of the McGill Law Journal should contain an article dealing with Civil Law in the Province of Quebec, and should print two articles on various aspects of Air Law, for it is in these fields that McGill has earned and is earning the title and honour of "pioneer".

We hope the McGill Law Journal will not meet the fate of its literary counterpart the "Fortnightly Review". The paths of publication are always fraught with uncertainty.

But even should there be no 'Number 2' or should the Journal die even nearer maturity, 'Volume 1, Number 1' is a credit to McGill.

From the Ivory Tower

The U.S.-British Rift

By Claude-Armand Sheppard

"From the Ivory Tower" has at last gained some semblance of regularity. It will appear Tuesdays and Thursdays, barring accidents. It will be conducted by Claude-Armand Sheppard, BA 2, and Arthur Weinthal, BA 4, but will continue to be open to contributions from all. Mr. Sheppard is a student from France, who writes a political column for the "Haut Parleur," and figured prominently in "l'affaire freshman test" on the campus last year. Mr. Weinthal is a Montrealer: last year he was the producer of the Red and White Revue. The opinions expressed in "From the Ivory Tower" are those of the writers and not necessarily those of the Managing Board of The Daily—Ed.)

There has developed a disagreement between the United States and Great Britain over the Indian proposal for a truce in Korea, a rift which saw Anthony Eden deny that he ever called the American stand "stubborn." Those who either distrust or dislike the United States, will seize upon this incident as a sign of disintegrating Western unity; while others will only see in it the proof of a healthy democratic difference of opinion. The Communists, of course, will find in it the best proof of the veracity of Stalin's prediction that the Capitalist world will tear itself to pieces. However, the meaning of this episode has far deeper roots than those shown by opposing partisanship.

The Indian proposal cannot be ignored. India is the only country, outside of Russia, more or less trusted by the Chinese and India will be called upon to play an enormous role as soon as the Chinese and Japanese imperialisms bump into one another. Stevenson realized this better than Eisenhower, when he decided to include India in his proposed visit to the Far East if elected. Furthermore, the stature of the Indian leaders makes more and more nations look up to India for leadership. Also, even more attention should be paid to the Indian proposal since, despite attacks in the Russian press, it has never been rejected by Peiping. It is not rash to say that a close study proves it to be an enlightened attempt at compromise. Its rejection by the U.S., even before its text was made public, is now recog-

nized by the Americans themselves as a diplomatic blunder only equalled by the "financial note" handed two months ago by the American ambassador to the French premier. This premature opposition was aimed, as later admitted, to scare the small nations away from a general desertion of the American viewpoint. In which, as events were to show, it failed conspicuously. This rigidity of attitude shows the unwillingness of Washington to accept any compromise. What the reasons for this "firmness" according to some, "stubbornness" according to others, are, is not relevant here. The main thing is that the proposal is as broad and lucid as could be hoped, and that one can hardly believe that the Americans have suddenly turned so idealistic as to send entire divisions to slaughter for the sole purpose of saving a few thousand former enemies, among whom there are probably enough Communists to form one of the most effective fifth columns the world has ever known. The American people, it is foolish to assert the contrary, do not, as a whole, want war. But other factors, such as the fear of appearing to "give in," exasperated pride, and the dread of a return of the five million unemployed there were just before the outbreak of the Korean war, may not only make the American attitude unbearably stiff, but even provoke Washington into irresponsible acts, only too common south of the border.

However, it is easy for Britain and France to accuse Washington of barring any compromise. But the truth is that France, while urging the Americans to be more lenient, at the same time continually opposes the least conciliatory move in North Africa, telling other people to mind their own business; and that Britain, while crying out against the Americans stand on China, not so long ago refused to see the writing on the wall in Israel until she was booted out by force, and took the most uncompromising position concerning Iran, although it was the United States now who were urging a less demanding stand. But it is so easy to compromise with other people's interests! And the United States are not likely to give in on anything at the moment they are losing the diplomatic battle.

He Who Pays The Piper . . .

Dear Sir,

As in the past the Film Society this year has been receiving the interest of students and graduates of the University and many, who although not having any connection with McGill, are interested in the films being shown.

The Graduate Society in past years has shared the expense of this campus organization with the Students Society. Due to this and the Film Society has been able to show many films which otherwise might have been too expensive for their budget.

This year, however, the Graduate Society has withdrawn its support of the Film Society. The underlying reason for this move, as I understand it, is the fact that in recent years many of the Graduates who have come to these free showings have been refused admission because of the lack of space.

Thus the burden of support for this organization now rests on a budget supplied by the S.E.C. from Student Society fees. For this reason the S.E.C. thought it advisable to increase the budget for the Film Society \$200 over that of last year.

Last Friday evening the audience at the Film Society consisted mainly of graduates (who are no longer aiding this organization) and of many people who have no connection with the university whatsoever. On the other hand more than 200 students were turned away from the door—students who pay Stu-

dent Society Fees which make the Film Society possible.

Two suggestions which I can make to improve this situation are:

1. That only members of the Students Society be allowed in by showing their Undergraduate Society Cards and that others be allowed in only fifteen minutes before the film starts, if there are vacant seats.

2. That the film be shown on two successive nights for anyone interested. However seeing that this would involve added expense for the Film Society, perhaps the S.E.C. could allot an additional grant from their estimated surplus of \$7,500 to make this possible.

Selma Skoll, B.A. IV

'Luscious' but Intelligent

Dear Sir,—A friend of mine in England wants a pen-friend. She should be a freshette and, to use his own words, "luscious but intelligent."

He is:

Martin Hyatt,
221, New North Road,
London, N.I.,
England.

When I last saw him two months ago, Martin was good-looking and most likeable—and I doubt if he's changed.

Perhaps you could do us both a favour by bringing this to the notice of your readers.

SIDNEY TOBY, BA 3,

French Canada

Changes in the Last Fifty Years

By Mike Ripman

The French attitude doesn't start and stop with the province of Quebec. You're in French Canada when you listen to the French voice of Alberta, you're a part of it when a Saskatchewan farmer stops you in Montana and talks to you in French, you feel its influence in the Maritimes, you find it up north.

It comes to you strong, it comes to you weak. In places it is diluted—and only a knowledge of the language remains. But the language is a unifying factor with the places where it is a vigorous force.

Look at the population and birth-rate figures, and you will realize that French Canada is potentially the most powerful frame of mind in Canada.

You will see that when French

Canada has a problem, it becomes all of Canada's problem.

The problem facing today's French-Canadian is one of change. The country as a whole, and Quebec in particular, is being pulled away from the old rural-agricultural way of life. The old story of farm to town, farmer to labourer, and content to discontent has been the story of this province for the past fifty years. The recent drive by the government to exploit Quebec's natural resources has intensified the situation.

THE GOVERNMENT

The Duplessis government has taken quick, forceful steps to control the changing Quebec picture. The sense or senselessness of these steps need not be discussed in an article on French Canada. The

manoeuvres are those of a political party and are merely reflections of the French-Canadian attitude.

A better barometer is the attitude of the French-speaking students and writers.

You must see with them the close bond which used to unite the man, the land and the church in French thought. You must see with the eyes of old French-Canada that this was the Right way to live, the only way to live. You can then appreciate how disruptive the change to towns and industry was and is.

The whole process was one which challenged the essence of life as it was, and as it ought to be.

And it brought with it the fear that with the loosening of the bond between the man and the land, the very elements of French-Canadian life would be loosened; that this unique culture might lose some of its living force and gradually degenerate into a few scattered customs.

To counteract this, the French-Canadian thinker has had to find a new right in a more fundamental philosophy of life. This new right had to be ingrained in religion as deeply as the older one—it would have to be based in faith.

The result was that out of the upheaval, the French-Canadian thinker began to return more earnestly to his God. He entered into that intensely personal relation between man and God which is found in Medieval thought. To this new faith he brought a new sophistication—a sense of having appreciated the modern and of having gone back to the past to solve it.

LABOUR RELATIONS

The French-Canadian thinker became interested in labour relations, not so much in the theoretical economic sense as in the faith that to live with his God, man must live equitably with his fellow men. (Thus, while strongly opposing Communism, many French-Canadians will not hold too much sympathy with the policies of the National Union party. There is a considerable element which will vote the National Union ticket merely because they feel that a Liberal government would be worse.)

It is interesting to note that the ideal of nationalism is being replaced among many French-Canadian students by that of internationalism. It is true that they feel that their culture is not as vigorous as it might be; but the culture that they are trying to bolster is a French-language, ethical-international culture. The theme is the common man and his way of life which is always conscious of the ever-present personal God.

How is the concept of autonomy reconciled with the theory of internationalism? Politically, the two ideas cannot be reconciled. All that can really be argued is that autonomy is not so much a belief as a means to preserving the right way of life.

Unfortunately, this attitude brings with it no solution on the everyday level of affairs. What is fine for the continuation of French-Canadian culture in this case needs a supplementary program on the practical level to ease the industrial strife in the province.

Thus far, Quebec's handling of labour disputes has not appeared too inspired.

LITTLE EUROPE

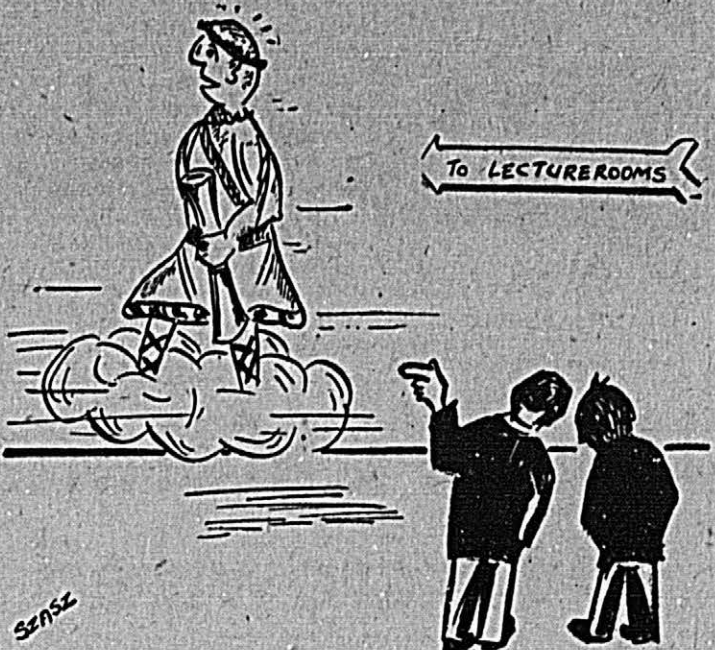
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And he, of course, is the professor of Greek Mythology

Religion of the People

By Mary Swarc

Modern religion is based on the concept of one God. To the Catholics it is their God, to the Protestants, their God, and to myriads of others, theirs. The French Canadians deeply religious and almost passionately individualistic, believe in one God, one Church, and one people. The Church and the people are one. The quality and character of the race explain the mystical power of the religion; through the tenets and principles of the creed can be seen the true nature of its followers.

When the English had inherited the continent, the French who were left in Canada found for themselves a common goal in the maintenance of their identity. A minority governed by foreigners, they persisted with miraculous success in their unconformity.

They owed allegiance to the King and to the law of the land but in their hearts they acknowledged no higher authority than the Church. They clung ferociously to their distinctive language and to their own religion. While throughout the world temporal power steadily gained in importance, to the French Canadians it meant foreign domination and they shrunk from it, looking to God for guidance.

The Church in French Canada is strong because it recognized the leanings of its people and propounded them in its sermons. The fervor of patriotism was channelled into loyalty for the Church whose dominion was gradually extended to include the material as well as the spiritual world. Every phase of

life became completely and irrevocably immersed in the wishes of the Church.

To the French Canadians more than to any other nationality, religion is not merely a way of life, but life itself. The Church controls education, supervises literature and films. It encourages French Canadian art, and French Canadian culture. It is the centre of social functions. Its influence is felt in politics, in finance, in war. Its services characterize marriage, birth, and death. It dictates behaviour and thought. It is the germ from which all else grows.

In each parish the priest is God's representative. He is not a mystic but a plain man who obeys God and understands his people. He takes a personal interest in the lives of his parishioners and owes his power of influence to the respect his position arouses. As the cross and the icon, the cloth he wears is a symbol of holiness which raises him above ordinary mortals.

From earliest years the child is taught the importance of the village priest. He is the embodiment of all truth, all goodness, the friend in need, the source of advice and solace, the purger of the soul. He conducts the Sunday Service, he listens to and forgives sins, he is inseparable with the unfamiliar beauty of the church and the mysterious murmur of Latin chants. He is the one roadway to the mysticism of religion, to the Pope, to God.

In the cities it is not so much the priest as the religious institution as a whole that guides the life of the French Canadian. No more than the "hablants" do the educated question the commands of the Church. They are couched in spiritual doctrines, inexplicable hence irrefutable.

In the French Canadian faith there is a mixture of faith and pride — personal fear of the unknown, and national fear of extinction, personal pride in their God, national pride in their Church.

Their faith is their protection and their salvation, their comfort for the present, their hope for the future, their cause, explanation, and reason for life. The Church and the people are ineradicably one.

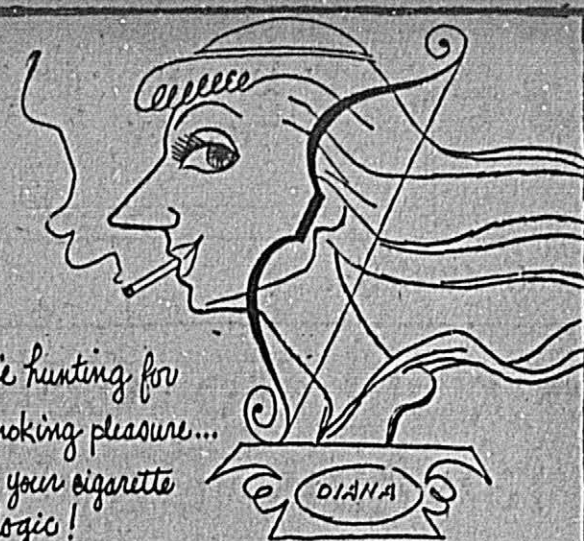
Five A.M.

By Lou Schiff

De sun she shine, de wind she blow,
From up le ciel, she fall de snow;
And when I brea' from dans my mout,
Comme le train, de smoke come out
I gotta go and milk 'la vache.
And sell de pig and get some cash
To buy de t'ings dat I have need:
For me some clo's; for chick, some feed.

L'annonceur on de radio,
He say it's now Quarante below;
I know she's cold, parce qu'on de high,
De clouds dey frozen to de sky.

I tink today I use my head:
I not so dumb — Je reste in bed!



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BIG SALE NOW IN PROGRESS

Tickets for "Goodbye, My Fancy" the comedy set to open in Moyses Hall, Thursday, November 27th, at 8:30 P.M., and playing until Saturday, November 29th, are selling for the amazingly low price of only \$1.00 at the following places:

Arts Building and Students' Union Building
1:00 P.M. - 2:00 P.M.

Geoff Crain Named Most Valuable Player

Captures Coveted Award in Final Grid Season with Redmen

Geoff Crain, tripple-threat quarterback-tailback star of the Redmen, has been named Most Valuable Player to his team in the College Union this year, in the annual C.U.P. poll conducted by The Daily.

Three of the four college papers selected Crain for the coveted MVP honor. The Toronto Varsity, Queen's Journal and The Daily all felt that McGill's great back de-

By BOB BORNSTEIN
served the award for his outstanding achievements on the gridiron during the past season.

Only the University of Western Ontario Gazette voted otherwise, nominating Mustang halfback Ray Truant for this, the top honor that can be bestowed on a college football player.

There can be no doubt that Crain is the man for the MVP title. He was the most important single cog in the Red Machine and without his tremendous passing, running and kicking ability this year, the Redmen might have finished in the cellar.

Crain proved himself far and away the most versatile of all the college gridlers this fall. Whether it was directing the Redmen from the Double Wing T or the straight T, Geoff was the master out there, calling the plays with good judgment and utilizing the talents of his backfield to the best advantage.

But over and above his signal-calling ability, was the amazing versatility of the Ottawa boy. Geoff was the league's best passer and ranked high up among the top ball-carriers and punters.

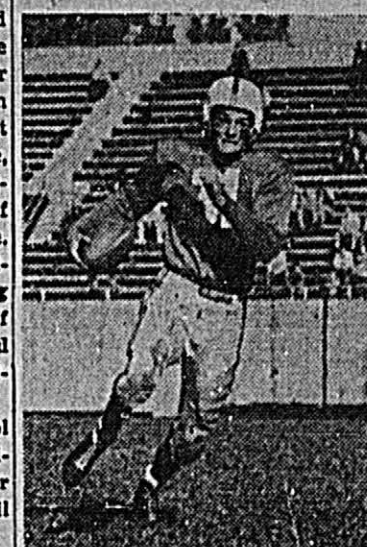
Crain graduates from the school of Engineering this spring and filling his shoes will be the major problem confronting the McGill coach next year.

This past campaign was Geoff's third on the senior Redmen. Previously, he played one year of intermediate ball, showing his class to

the football braintrust and demonstrating that he was ear-marked for stardom.

In 1950, his first year with the seniors, Geoff was third-string quarterback behind Harry Irving and Harold (Shorty) Fairhead. But he really came into his own in '51, taking over the signal-calling chores and sparking the club throughout the schedule. Then, at the close of the season, he was selected all-star quarterback on the college dream team, just as he was this year.

Crain served as captain of the Redmen this fall, having been elected by his teammates after the



Geoff Crain

'51 campaign. He is normally a mild-mannered, soft-spoken type, but becomes a tiger under the stress of competition and this fierce competitive urge is, in large measure, responsible for his great success on the field.

More prizes are in store for Crain. He will probably be named winner of the Wile Trophy, highest McGill grid honor, at the football dinner coming up soon, and may also annex the school's greatest athletic award, the Forbes Trophy, presented at the Athletic Awards Banquet in March.

Sports Menu

Get Your Tennis Equipment
All tennis players, students and members of the summer club, are hereby notified that the locker rooms at the tennis courts will be open from 12 noon until 4:00 p.m. on Wednesday, November 26th, and those who still have equipment in lockers there are asked to pick it up at this time.

Badminton Team
Those interested in playing badminton for McGill in the Inter-City League should contact B. Husain in Room 207 of the Physical Science Building or leave their names and phone numbers with George at the Union Tuck Shop.

Co-ed Volleyball
Intra-mural schedule continues tonight with Science meeting Physio 2 and Phys Ed. 1 meeting Arts at 7:45. At 8:30, Arts goes against Science, and Physio 1 against Phys. Ed. 1.

MWSAA Nominations
Nominations are hereby called for a freshman representative to the McGill Women's Students Athletic Association.

The duties of this representative will be to attend Council meetings, and to represent the freshmen viewpoint. The voting will be held early in December.

Twenty-five signatures are necessary for the nomination sheet. Everyone is eligible, with the exception of members of the council, to nominate and vote for the Freshette of their choice.

Daily Staffers Best Readers of Paper

A recent survey conducted by The Daily Sports Staff revealed that only one per cent of the student population of McGill reads the sports page.

It was found that of this one per cent, few read more than one story a day—the rest merely throw the sheet down in disgust.

One of the more interesting sidelights of this survey was the fact that The Daily Sports Staff comprises one per cent of the student population.

FIRST GAME

The first intercollegiate football game played in Cornwall, Ont., an exhibition affair between the Redmen and the University of Ottawa on September 28, 1951. McGill whitewashed the Carabins 23-0. The contest was played at the Cornwall Athletic Grounds before 2,500 fans.

Barber Anderson Hones Team To Fine Edge for Opener

The accent was on the 'sharpening up' process last night as head basketball coach Joe Anderson ran his charges through one of three practice sessions remaining before the senior opener on Thursday.

At that time the Redmen travel to Burlington, Vt., to take on the St. Michael's College Purple Knights in a Thanksgiving Day attraction in the Burlington Arena.

This is the first of five exhibition games the Andersonmen are scheduled to play before the Christmas vacation. The next two are also away—against Clarkson and St. Lawrence University on December 5 and 6. The Redmen open at home against the YMHA Blues in one of



Sheldon Merling Earl Merling
the feature attractions of Athletic Night I to be held at the Currie Gym on Saturday night December 13.

The mention of this YMHA team brings to mind the fact that St. Michaels, the Red and White's first opponent, came to town over the

weekend and proceeded to trim the local kingpin Blues 66-61 in the latter's gym. This was the Vermonters' first game of the season and impressed the gathered assemblage though obviously hampered by the small floor.

An exceptionally tall team, the Irish should show much better on a large floor. This will probably be borne out by Thursday's encounter.

Coach Anderson is not harboring any illusions about the opener. He figures the Vermonters to be the toughest team McGill will be facing all season. How the Redmen stack up against such opposition remains to be seen.

A welcome newcomer at last night's session was Doug Bell. The fast moving Med student who was one of the sparks in the rugger squad's march to the Intercollegiate championship this fall has signified his intention to come out for basketball and his regular appearance starting at about the end of the week should help a great deal.

MANAGER'S MEETING

There will be a meeting of all Intercollegiate managers of the following sports: Badminton, basketball, boxing, fencing, gymnastics, hockey, skiing, squash, swimming, water polo, wrestling. The confab is set for this afternoon at 5 p.m. in the upper lecture room at the gym. Those who cannot attend are asked to contact Don Ross at DE 3636.

...in the Intramural Spotlight...

RUGGER TEAM

There will be a very important meeting of the McGill Rugger Club at the Sir Arthur Currie Memorial Gymnasium on Thursday, Nov. 27th at 9:00 p.m. All members of the squad are invited to attend. For further information, please call H. Ryan at the Intramural Office, Local 431.

JUDO CLASSES

In the future the Judo classes will be held on Tuesday and Wednesdays from 6:30-7:30 p.m.

PING PONG

Tuesday
1:00 p.m., G. Bonder vs. J. Matalon; C. Meeks vs. E. Lechter.
1:30 p.m., Powell vs. Weiss; R. Fleming vs. K. Pustowska. 8:00 p.m., J. Russell vs. H. Dore.

INTRAMURAL SPORTS

Games Today
Squash
5:30 p.m., I. Bruce vs. J. Swaine; W. Bailey vs. J. McKay; L. Teitelbaum vs. A. Lindsay; B. Newton vs. J. Morch; J. Godber vs. J. Ensinck. 8:00 p.m., T. Camp vs. H. Lewis; A. Reid vs. Winner of T. Fainstat and R. Williams; D. Calderon vs. J. Waterston; J. Gutellus vs. K. Dettlor; J. Brodeur vs. Harrington.

Floor Hockey
5:30-6:30 Chapeaus vs. Indians (Small gym).
Games Tomorrow
Floor Hockey
5:30 p.m., Androgens vs. Grunts (Small Gym).



(Daily Photo by Murray-Robertson.)
TAKE A LOOK AT COOK: Robbie Cook is his name and he gets wet every game. Now here's a boy who swims like a fish, but there the similarity ends. Cookie is one of Norm Ashton's workhorses on both the water polo and swimming teams. Next Saturday, Robbie goes into action at the Currie Memorial Pool in the first of a home and home two game total point water polo series, with McGill playing host to Toronto. The winner of this series takes the Herschorn Trophy emblematic of senior college water polo supremacy.

Hockey Victories Could Cure Many McGill Ills Is Rock's Theory

By LES DALY

What's the matter with Old McGill? Well the way puckmentor Rocky Robillard sees it, there's nothing wrong that a few hockey victories can't cure. So the Rock is setting his sights on the puck clashes that are slated for the Redmen in the next few weeks.

Before the Intercollegiate schedule opens the Red and White go into action in three exhibition tilts south of the border. Next Tuesday the McGills journey to Canton, N.Y., to lock horns with St. Lawrence University. The next week they invade Troy to do battle with the Technicians from RPI. After that it's Clarkson and then they return to open the collegiate loop against the Red and Gold of Laval.

The Redmentor would love to hang those three scalps on his war bonnet. It would give the Redmen the confidence they need and with a little luck might also succeed in dragging a few fans out to the Laval opener.

St. Lawrence is a newcomer to the McGill schedule and from the scattered reports available should provide fair test of the Red and White strength. The big wheel in the Rivermen's attack is the starry left-winger Neil Langill, who was one of the top men on the Junior Royals last year.

Over at Rensselaer the Redmen figure to face their toughest opposition. The latest word from down that way has it that the Technicians are short on Canadian imports this year. In the past seasons their big strength has been in their imports. So it looks like the locals have a good chance to upset the RPI applecart.

In the McGill camp coach Robillard appears to have the crew just about set. Yesterday in the workout at the Forum the puckmentor had four lines working and these look like the trios he'll have going in the exhibition series.

The number one combo at this time seems to be Shutz at centre with Teasdale and Currie as his flankers. Both Shutz and Teasdale

were big men on last year's crew and this line will be counted on to furnish a big share of the goal production.

Big Jack Lynch is centering another line with Jack Kent and Wally Eno as his wingmen. This line looked like it had good stuff yesterday and if the boys can get their shooting eyes on the beam they could rack up a few markers for our side.

The other two lines were made up of Dick Irvin, Jack Tessier, and Pete Roberts and Guy Bourgois, Pete Johnston and Pete McEhleron.

As things stand at the present the Redmen's big strength is in their blue-line brigade. Veterans Jim McGowan and Ron Robertson have been showing up great in the workouts to date. Big footballer, Len Shaw, has been sidelined due to a bad ankle injury but Rocky

has his fingers crossed that the big fellow will be out either today or tomorrow.

* Frank Slavin, up from Darcy McGee, looks like a good man on the defence along with Johnny Watsonson.

Back these boys up with the top-notch netminding of Bob MacLellan and the Redmen can bank on a solid defence. All-star footballer MacLellan was out at his first practice yesterday and showed that he's in for a good year. The big guy didn't let a boot-heel slip by in the entire hour-practice, which is pretty good going at any time.

The next workout is slated for this afternoon at the Forum from 12:30 to 1:30 in the A.M. The intermediate Braves will strut their stuff for coaches Ross Hutchins and Rocky Robillard. A full turnout of Intrats is expected at the Verdus Auditorium from 11 till 12 and those who will be there are asked to bring their equipment.

BRADINGS
OLD STOCK ALE
"Bring on the BRADINGS"

Mustangs Face Tough Grind In OHA

If one can believe the reports issuing forth from London, the Western Hockey Mustangs are headed for a banner season.

Entered in the Ontario Hockey Association, the Mustangs face stiff competition playing against teams like Sarnia, Tillsonburg and Chatham.

Although losing four of last year's top players, coach Bill L'Heureux is optimistic that his boys will do well. The remainder of last year's team, which won the Intercollegiate Intermediate championship of Ontario, is back and together with some promising newcomers could provide a winning combination.

However when Cam Church was injured in the final football game against Toronto Western's championship hopes were rudely set back. A star forward on last year's team Church was expected to provide much of the scoring power of this year's team.

Wanted

Needed immediately if not sooner one hockey manager for Intermediate team. Write, wire, phone or visit in person either Rocky Robillard or Ross Hutchins at the gym.

Fibre Glass Sleds Ordered for Skiers

Twenty-five fibre glass sleds are being added to the twenty-five in use in the Laurentians, the Canadian Ski Patrol Chairman announced today. Last year the new sleds were tried out under all conditions and found to be satisfactory.

They are easy to manoeuvre and so light to transport. A great boon to the Patrolter as all that comes down must first go up, be it on the tow or by human power. The sleds are also more comfortable for the patient and much warmer with the laced nylon cover. These same sleds are being used by the Australian Ski Patrol and are dubbed by them "canoes."

BLUE ALUMNUS

Ted Toogood, halfback for the Toronto Argonauts of the 'Big Four' football league is a former speedboy with the University of Toronto Blues. He was one of the sparkplugs of the 1948 Toronto squad that captured the Intercollegiate championship.

Q
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• 666 for loss of hand or one foot
• 500 for loss of one eye.

PLUS
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How High the Moon

Curious Craters, Cunningly Created, Cover Currie Gym

With tickets selling at the speed of light, all you earthlings who have not as yet made your reservations for the "Rocket To The Moon" headed for a gala evening at the McGill Prom, had better do so right away. Anne Skait, pilot of the giant inter-space aircraft, has reported that "it will fire its braking rockets for the moon-landing, in the Sir Arthur Currie Gym, at 10 p.m. on Friday, Dec. 5 to get proceedings under way."

"The adventurous space-trotters," disclosed Mary Ann Currie, jointly in charge of decorations with Jack Pringle, "will be in for a pleasant surprise upon landing on our gym-moon." When asked to explain, she added that "great pains have been taken to make the Gymnasium as moon-like as possible."

At the East end of the Gym there will be a huge lunar crater. Much to the disgust of the campus science-fiction enthusiasts, the crater will be glowing. They claim no such thing exists. Ice cold cokes will be served from another crater at the other end of the floor.

Eddie Alexander and his orchestra will be depicted floating on a cloud with Mother Earth in the background.

Royal-blue streamers, suspended the length of the ceiling, will represent the Heavens. From them will be hung glistening silver stars. To complete the solar system,

paintings of the planets are to be posted to the basketball back-boards.

To quote the moonman's version of our immortal "Twinkle Twinkle, Little Star":

"Scintillate, scintillate, astroid minific. Fain what I fathom your nature specific. Loftily poised in the ether capacious. Strongly resembling a gem carbonaceous."

New Scope—P. 1

first secretary to the Canadian Legation in Tokyo in the same year and held this post until 1936.

From 1940 to 1945 Dr. Keenleyside acted as Secretary for the Canadian - American Permanent Joint Board on Defence, and from 1947 to 1950 as Deputy Minister of the Department of Mines and Resources.

Dr. Keenleyside headed the first United Nations Conference on the Conservation and Utilization of Resources in 1949. He was appointed to the position he now holds in the U.N. in 1951.

A second SCOPE sponsored event this week will be a recital of classical music by Alexandre Uninsky.

Currently making a concert tour of United States and Canada, Mr. Uninsky will give a recital in the Union Ballroom on Friday Nov. 28.

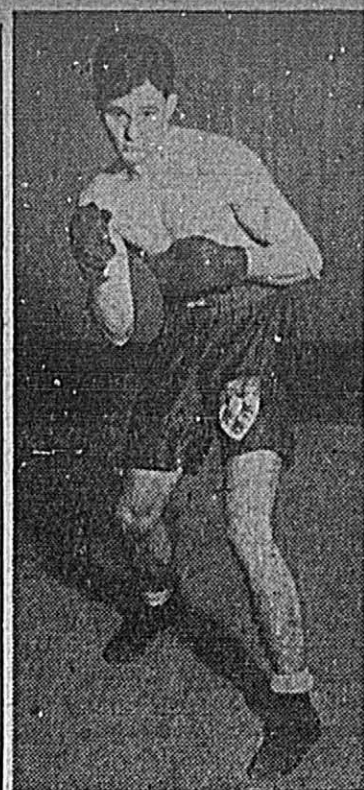
Oriental—P. 1

man has his golf handicap. In China the measure of a man's capacity is the width of his cuspidor mouth. Men with impaired accuracy, whose cuspidors have wide mouths are given a handicap when they enter the contests. All the maidens seek the young men whose cuspidors have the most narrow mouths.

Dr. Spi Tung at first would not disclose the width of his personal cuspidor, but after some persuasion admitted that he had a handicap of minus two.

He accounted for his severe handicap by explaining that after taking the Intercollegiate championship (the Spu Tum Trophy), he went on to capture the national title in 1949.

On the subject of women's cuspidors, Dr. Spi Tung was unenthusiastic. "They are no good," he said.



THIS POOR MAN is trying to fight off the girls who are asking him to the Sadie Hawkins Day Dance. The Dance is slated for this Saturday night in the Union Ballroom.

It seems that the women lack the accuracy necessary to compete with the men and consequently have their own sets of specially wide-mouthed cuspidors.

Poster—P. 1

be the Carnival Ball. This is scheduled for Saturday, February 21. Bob Roberts, and his committee have engaged a noted American Orchestra for this final event of the Carnival.

Anyone wishing further information may inquire in person at the Carnival office, located in the Currie Gym, or may phone LA. 5801.

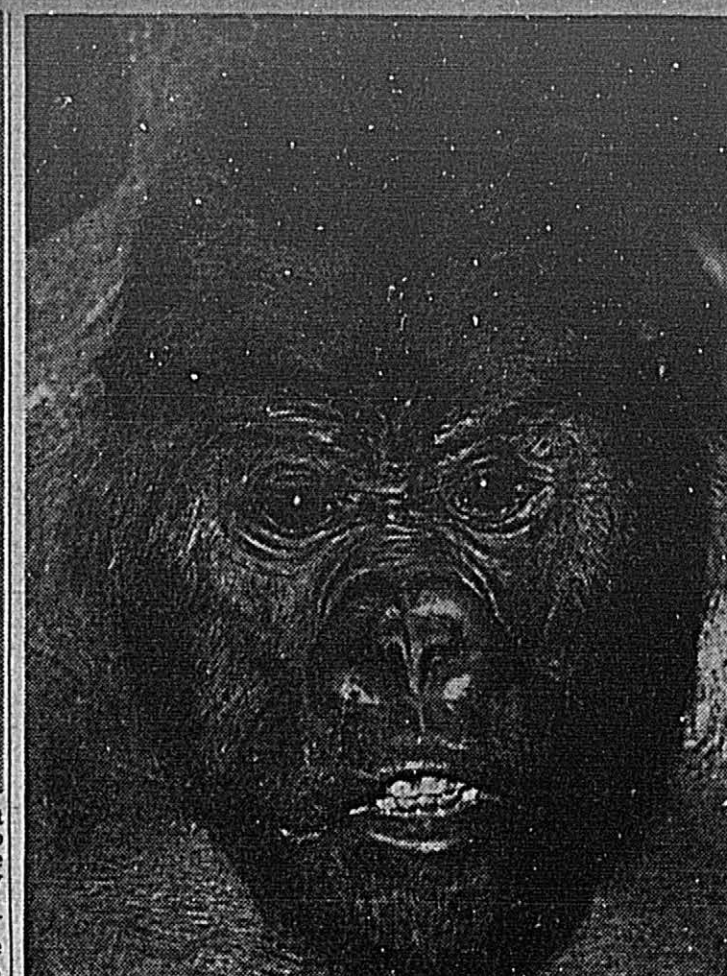
LOST
Women's navy blue change purse, containing approximately \$5.25. Presumably lost in Union. If found, please phone Anne Salt—AT. 6592.



THESE TWO ENERGETIC public-affairs minded students are discussing the candidates for their faculty in the forthcoming Students' Executive Council elections. In their hand they hold the story from yesterday's Daily telling the names of persons competing for the S.E.C. posts. They are discussing the capabilities of the respective candidates and making a mature judgment. How many other students will do the same? The odds are 97 to 1 against it.



ANY GIRL WITH HORSE SENSE will be sure to ask a boy to this Saturday's Sadie Hawkins Day Dance to be held in the Union Ballroom. The Sadie Hawkins Dance tends to stabilize campus social life by providing the girls with an opportunity to latch onto that handsome man who has been giving them the go-bye in favour of that cute blonde in Phys Ed.



INTER-CLUB CO-OPERATION seemed to have reached its utmost when this member of the Red and White Revue was discovered working back-stage on the Players' Club production of Fay Kanin's comedy, "Goodbye, My Fancy", to be presented Thursday, Friday and Saturday of this week in Moyse Hall.

Good Bye My Fancy

Players' Club Ticket Sales Reported Doing Well to Date

"Ticket sales for "Good-bye My Fancy" are proceeding rather well," an official of the Players' Club stated yesterday.

All seats are reserved for this play, which will run for three nights, Thursday, Friday, and Saturday, in Moyse Hall. Last year the "rush" system was used, and those

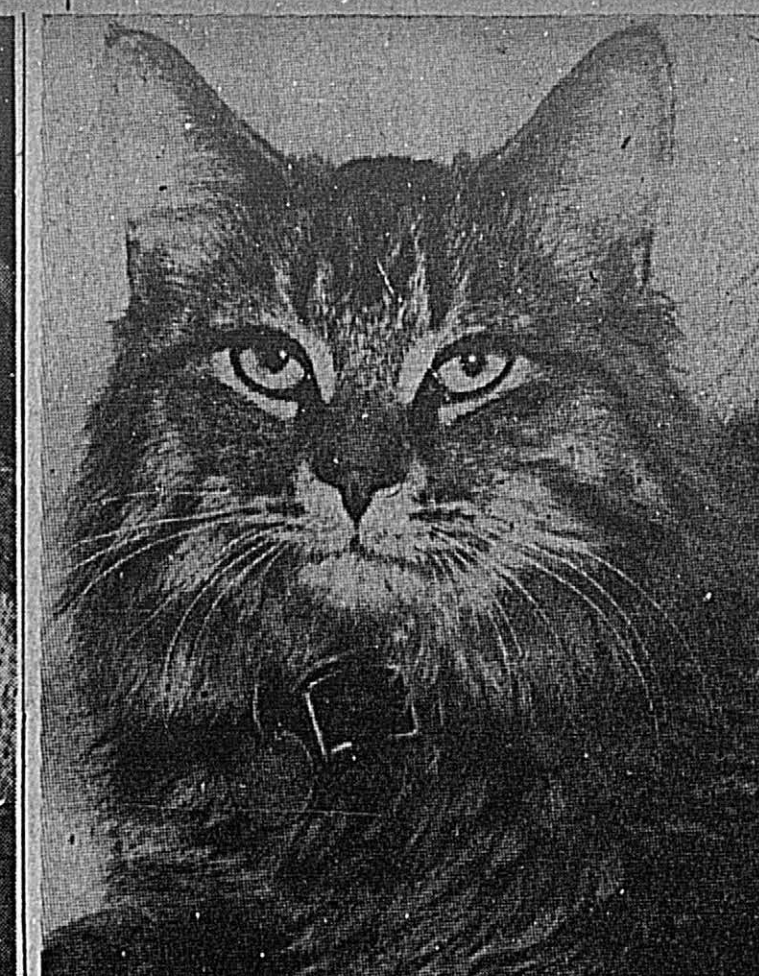
who got to Moyse Hall first got the best seats. This year, there should be no rush, but those who buy tickets first will get the better seats.

Tickets are priced at \$1.00 each, and are on sale at the Union, RVC, and the Arts Building.

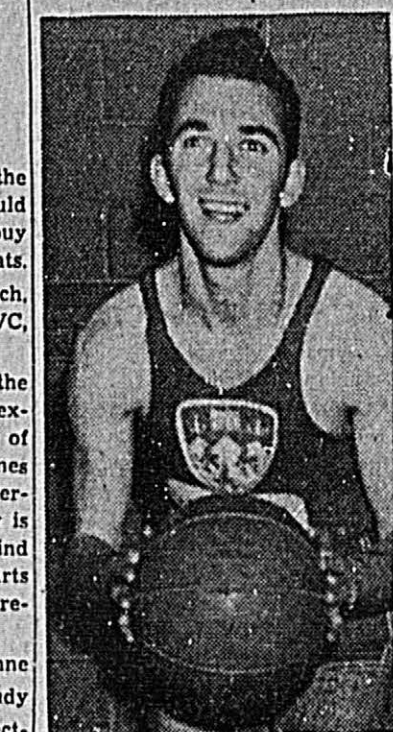
As Bill Kelly, president of the Players' Club and an Engineer explained last night: "For those of you who are among the chosen ones studying in the faculty of Engineering, Moyse Hall (where the play is to be produced) is directly behind that Greek Pagoda on the Arts Building which is commonly referred to as the 'front porch'."

Starring in the show are Corinne Copnick, David Berlin, and Judy Ferrier, who take the roles respectively which Madeleine Carroll, Sam Wanamaker, and Shirley Booth made famous on Broadway. Also on the cast are Forest Roy as the college president, plus Gerda Rother, Mary Taylor, Carla Coulter, Margaret Cragg, Colleen Cool, Bernard Miller and Frank Quinlan.

A group organized from the McGill Choral Society by Jane Donovan will provide the musical finale to Act II by singing "Hail, Alma Mater" off stage, accompanied by a pantomime on stage.



THIS WISE MISS has already asked her man to the Sadie Hawkins Day Dance and he "po' soul" can't do a thing about it because he HAS to go. It is a Sadie Hawkins Dance, remember? The men can't escape this week as the females, more predatory than usual, roam the campus to catch their men. Be a wise kitten girl and snag him early, some cat might ask him first otherwise.



THIS STUDENT isn't so happy because his girl has asked him to the Sadie Hawkins Dance, he's happy because she is paying his way to the Hill Review to be presented Saturday and Sunday in the Snowdon Y.M.H.A. tickets on sale on the Union each noon hour.

MED. SOCIETY SPEAKER

There will be a regular general monthly meeting of the Medical Undergraduate Society in the assembly hall of the Medical Building tonight at 8:15. Dr. Charles F. Egan, MBE, MDCM, MSc, DTM and H will be presented.

NOTABLE NOTE

If you were to take the time to check through the McGill registration lists you would find that a Maurice Richard is registered in Commerce this year.

STILL DRIVING

Blake Taylor, powerful fullback for the Hamilton Tigercats of the "Big Four" football came to the Cats from the Western Mustangs in 1950 after serving as one of the mainstays of the team that won the Intercollegiate championship in 1949 after a 12-8 playoff victory over the McGill Redmen in London.



"EXPORT"
CANADA'S FINEST CIGARETTE

LOST
A deep purple, slightly used sense of pride was lost somewhere in or near the Union Ballroom on Friday evening. Finder please call M.G. at AT. 1577.

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Where Students Meet at
"THE NAFFY"
DELICIOUS HOT DOGS
HAMBURGERS
2066 McGill College

Bargain Sale 1951 HILLMAN SEDAN

Until Wednesday only, here is an exceptional opportunity for any McGill student who is from the U.S., or who might otherwise be eligible to use a U.S. licensed car in Canada. Present owner no longer needs the car in Montreal; has another vehicle at home in the U.S. Mileage only 7,600. Sale price of \$1,355 U.S. cash or registered cheque, or Canadian funds equivalent. Includes undercoating, heater, defroster, all standard equipment, and complete Prestone winterization.

Perfect condition.

Call UN: 6-2154 — 9 A.M. to 5 P.M.
Evenings WE: 9027

PROCTER & GAMBLE Marketing Management

WHERE YOU WOULD FIT IN

New men are assigned to the types of work outlined above according to the needs of the department and the abilities and inclinations of the individual.

The new man begins learning by actually handling a responsible job in the group to which he is assigned—working alongside experienced people whose responsibility it is to see that he is trained as quickly as possible. We believe that the best interests of the man as well as the Company are secured by his "getting to work" as quickly as possible in a job that will draw heavily upon his training and ability right from the start.

These jobs develop good all-around business men capable of shouldering broad management responsibilities. There are many opportunities for advancement both within and outside of the Advertising Department.

THE QUALIFICATIONS WE LOOK FOR

For these jobs, we search for men with good educational backgrounds, who have shown an interest in business and whom we feel can quickly develop to positions of real responsibility. A knowledge of advertising, either from college courses or business experience, is not necessary.

Men chosen must have the ability to work closely with many types of people, since they are in constant contact with the advertising agencies, other sections of the Advertising Department, and other departments of the Company. They must have a high degree of imagination and aggressiveness and more than their share of sound judgment.

We necessarily employ on a very selective basis for these positions. However, the right man, once he is employed, will receive good training and can look forward to very satisfactory progress with regard to job satisfaction and financial reward.

Procter & Gamble of Canada Ltd. has several openings for young college men of promise and ability in its Advertising Department in the Toronto Executive offices.

While the openings discussed below are all within the framework of Advertising and Sales Promotion, the nature of the work is Business Administration rather than handling "advertising" as most people understand it. For this reason we are not looking for advertising "specialists" but rather for men with good general business administrative ability. The preferred age is 21 to 25.

OPENINGS EXIST IN THE FOLLOWING GROUPS:

BRAND MANAGEMENT—The marketing problems of each of our brands are handled by a staff of marketing men. Men employed for this work are trained to accept responsibility for the effectiveness of the over-all Advertising and Promotion effort on an important nationally-advertised product.

These positions involve work with the Company's Manufacturing Division on product developments, with the Sales Department on the development of promotions and with an Advertising Agency on all phases of planning for broad consumer acceptance of the brand.

MERCHANDISING—Merchandising men develop store promotions involving Company brands, select and develop premium articles, manage the country-wide sampling and couponing operations, and operate contests, mail-ins and other forms of promotion.

MEDIA—Media men guide the Company in the investment of advertising appropriations. Working with the advertising agencies, they develop over-all advertising plans using radio, magazines, newspapers, etc. They coordinate the Company's entire advertising program for all brands and represent Procter & Gamble in negotiations with publications, newspapers, the CBC, and individual radio stations.

EXAMINE YOUR QUALIFICATIONS CAREFULLY

"Representatives of the Company will be at the University November 27th and 28th for preliminary interviewing for these and other openings in Sales, Buying, Traffic, Accounting, etc. Appointments may be arranged through the Placement Service Office."

coming EVENTS

Items for this column must be typed on a special form obtainable at the Tuck Shop and deposited in the Daily Mailbox by the Students' Council Office in the hallway of the Union by one o'clock the day before the item is to appear. The deadline for Monday's paper is one o'clock Friday. Only brief items can be published in this column. Each event may be announced twice only in this column.

TUESDAY, NOV. 25

WESTMINSTER FELLOWSHIP—Discussion Group, "Presbyterianism and the Action of God." 5 p.m., in Room W125 of the Arts Building.

WRITERS CLUB—Informal meeting, 8.30 p.m., at 2020 Metcalfe St. Apartment 12.

NFCUS—Meeting to compile questionnaires. 1 o'clock in the New Club Room of the Union.

HILLEL FOUNDATION—SGWC Hillel Coffee Hour, 7.45 p.m., at Hillel House, 3460 Stanley St.

WEDNESDAY, NOV. 26

SPANISH CLUB—Sing Song in Spanish. Refreshments. 8.00 p.m., in Union Lounge.

AMATEUR RADIO CLUB—Important meeting for election of executive. Bring your lunch. 1.00 p.m., in Room 61M of the Engineering Building.

MCGILL CAMERA CLUB—Illustrated talk on photographic composition by Mr. G. Weber, 7.30 p.m., in the Union.